

2003 e-file Campaign

**Small Business Forum
January 2003**



Filing Season 2003 National IRS *e-file* Advertising Campaign

- Statement of Work (SOW) Awarded Sept. 3 – Foote, Cone & Belding (FCB)
- Campaign Umbrella: IRS *e-file*, EITC, TAS
- Audience: Individual Taxpayers, Self-Employed, Small Businesses, and Tax Professionals
- Campaign Approach:
 - Communications Goal: One IRS, One Voice
 - Celebrate the Positives of *e-filing*
 - Drive-To-Web
 - Changing Behavior: “It’s About Getting Taxes Done and Behind Them”
- 1040 Tax Packages:
 - IRS *e-file*...the quick, easy, smart way to get your [*client’s*] taxes where you want them to be: DONE!

Campaign Creative Components

- Each media will deliver a core audience, but the “spill” to other segments are also calculated into the media plan



*Includes Hispanic Component



Public Education & Outreach Plan

- **Cultivates community relationships and reinforces messaging to drive consumer behavior and perceptions**
 - Media relations *e-file* toolkit / Electronic Press Kit (EPK)
 - Pre-packaged news (bylined articles & matte release)
 - News releases (audio/video news releases & satellite media tour)
 - Proactive pitching calendar
 - Materials to support TEC and SPEC
 - News generating opportunity / Photo Op
 - State Revenue departments
 - Internal communications
 - Hispanic elements

Television Ads

- “Metaphors” (0:30 ads / 0:15 lifts)



“Diaper”

- Target: Individual Taxpayer
- Spill: Tax Preparer



“Flat Tire”

- Target: Individual Taxpayer
- Spill: Tax Preparer

Television Ads – Media Buy

- **Network Prime**

- Five of the nine programs purchased rank in the Top 20 (Age 25-54 Demographic Segment)
- The average Age 25-54 Demographic Segment rating for the IRS *e-file* Network Prime recommendation is nearly *double* the 3 Network average (ABC, CBS, and NBC): 6.0 versus 3.4



3/27: *E.R.*

3/29: *Saturday Night Movie*

4/2: *West Wing*

4/6: *Sunday Dateline*



3/24: *CSI: Miami*

3/29: *The District*

3/31: *Yes, Dear*

4/1: *The Guardian*

4/3: *Without a Trace*

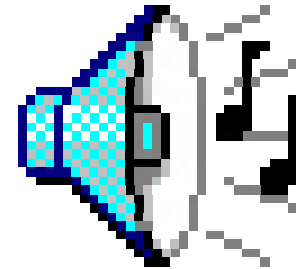
Television Ads – Media Buy

- Cable Programming
 - Given “mass” target, a variety of networks were selected to reach the younger and older segments

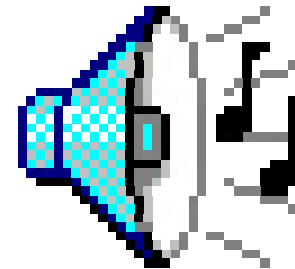


Radio Ads – PSA

- 0:15 Seconds – “April 15”



- 0:30 Seconds – “The Dentist”





Print Ads

- Magazine & Newspaper Print Ads
 - Primary Target: Self-Employed Taxpayers & Small Businesses



Print Media Buy

- *Barrons*
- *Black Enterprise*
- *Crain's*
- *Entrepreneur*
- *FSB*
- *Inc.*
- *My Business*
- *Network City Business Journals*
- *Time*
- *Wall Street Journal*



Print Ads

- Magazine & Newspaper Print Ads
 - Primary Target: Tax Preparers



Print Media Buy

- *Accounting Technology*
- *Accounting Today*
- *Practical Accountant*
- *Practical Tax Strategies*
- *Journal of Accountancy*
- *New Accountant*
- *Tax Advisor*



Online Banner Ads – Individual Taxpayers






Online Banner Ads – Tax Preparers





Media Kit / Electronic Press Kit (EPK)

**IRS *e-file*: Consider It Done**

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About IRS *e-file*

Tax time is just around the corner. New for the 2003 Filing Season is Free Internet Filing. At least 60 percent - or 78 million - individual taxpayers will be able to prepare and e-file their tax returns for free using commercially available tax preparation software. Eligibility details will be available on www.irs.gov or www.firstgov.gov beginning in January 2003.

Tax Preparer Media

During the 2002 Filing Season, nearly 47 million individual tax forms and more than 3.5 million small business tax forms were filed electronically. That number is expected to grow as taxpayers and tax preparers learn more about IRS *e-file* benefits.


Sm. Business Media

Image Library

e-filers

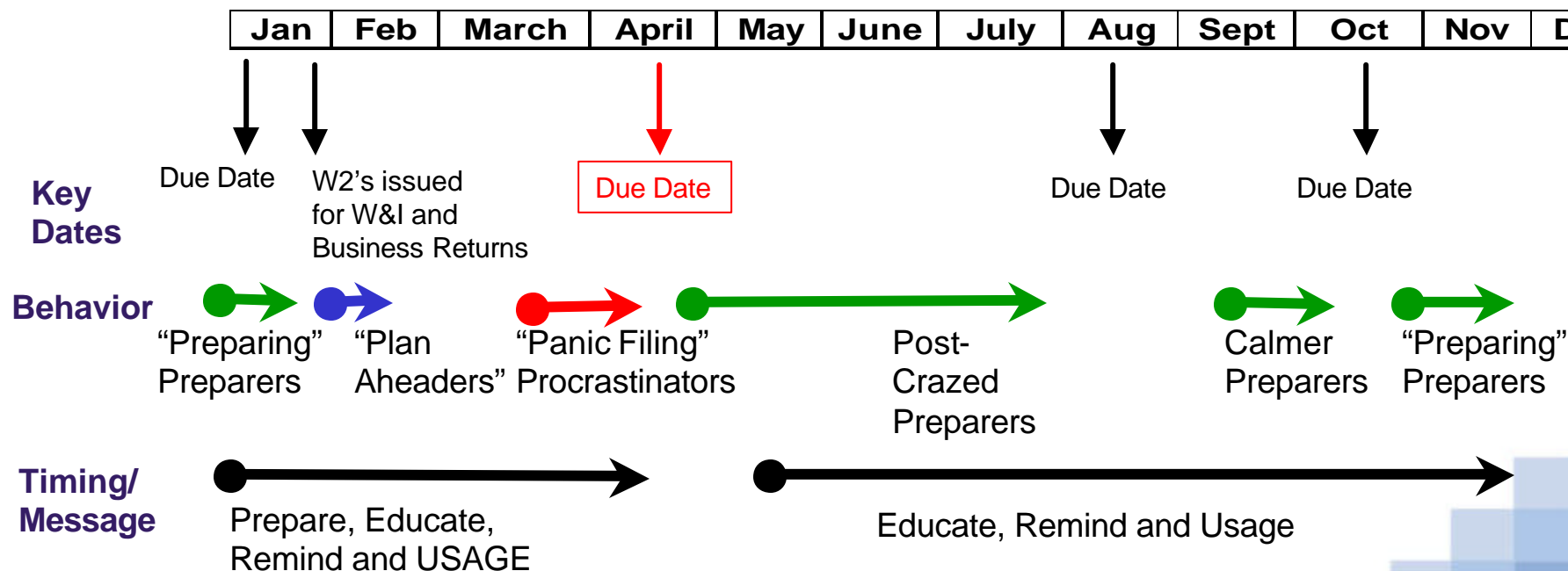
- Receive refunds faster, in as little as 10 days
- Receive proof of receipt within 48 hours
- Have access to 99 percent of individual taxpayer forms
- Have access to dozens of small business tax forms
- Are confident that tax returns are accurate and secure
- Enjoy fewer hassles and spend less time on taxes

Tax time is just around the corner. New for the 2003 Filing Season is Free Internet



Seasonality / Scheduling

- Most early filers already use *e-file*...need reminder
- Heavy-up just prior to the 15th to target “Procrastinators”
- Talk to Preparers throughout the year





consider it done